

PR Lions shortlist

The Cannes Lions PR Lions shortlist has been released, with two SA entries making the grade in four categories.

The PR Lions celebrate creative work which successfully builds trust and cultivates relationships, utilising mainly earned-media tactics or channels to influence public dialogue and ultimately change perceptions.



Stuart Smith, global CEO of Ogilvy PR is the 2018 Cannes Lions PR Lions jury president.

Ogilvy Cape Town made it onto the 'Food & Drink' and 'Corporate Social Responsibility' and 'Single Country Campaign' categories, with ABInBev Johannesburg, Audio Militia Johannesburg, 0307 Films Cape Town, Black Ginger Cape Town, Deliverance Post-Production Cape Town, The Workroom Cape Town and Video Cartel Cape Town for the Carling Black Label - Anti Women Abuse Initiative 'Soccer Song For Change'.

King James Group Cape Town made it onto the 'Use of Celebrity, Influencers & Key Opinion Leaders' category with The Grand Kids Collective Cape Town and We Love Jam Cape Town for Sanlam's '2-Minute Shower Songs'.

All the winners will be announced during the Cannes Lions Reach track award ceremony from 7pm on Thursday, 21 June. You can view the [PR Lions](#) shortlist in full.

The Festival of Creativity runs from 18 to 22 June 2018, with Cinemark the local representatives of Cannes Lions for SA. Visit www.canneslions.com/ and our [Cannes Lions special section](#) for more information.

For more, visit: <https://www.bizcommunity.com>